



# RATE CARD 2019

## EDITORIAL COVERAGE

Famous Monsters of Filmland (est. 1958) is the world's longest running entertainment fan magazine. Credited as the original authority in what we know as geek/nerd culture today, Famous Monsters influenced an entire generation of monster fans who grew up to become some of Hollywood's most recognized names: Steven Spielberg, Guillermo del Toro, Peter Jackson, Rick Baker, and so many more. Today, the magazine enjoys worldwide distribution, and has expanded beyond the pages to include licensed products, comic books, designer apparel, and an e-commerce division.

The ACK-IVES are twice-yearly special issues that function as best-of collections on a particular subject. They include vintage material, as well as more recent coverage and never-before-published content.

## ADVERTISING RATES<sup>1</sup>

Four Color	Single issue rate	3 issue discount
1/4 Page	\$495	\$445
1/3 Page	\$650	\$585
1/2 Page	\$950	\$855
Full Page	\$1795	\$1615
2-Page Spread	\$2950	\$2655
Inside Back Cover	\$2800	\$2520
Inside Back Spread	\$3500	\$3150
Back Cover	\$3500	\$3150

<sup>1</sup>Receive 10% off when your ad is paid in full in advance. Additional 10% discount available for purchases of 3 or more ads. All rates subject to change without notice. Secure these rates by acting now. Pricing is per ad purchased.

## PRINT AD SIZES<sup>2</sup>

Style Code	Ad Size	Trim Size(WxH)
QP	1/4 Page	4.25" x 5.375"
3PH	1/3 Page	8.5" x 3.625"
HP	1/2 Page	8.5" x 5.375"
FP	Full Page	8.5" x 10.875"
DPS	2 Page Spread	17" x 10.875"
CVR3	Inside Back Cover	8.5" x 10.875"
CVR4	Back Cover	8.5" x 10.875"

<sup>2</sup>Add .125" bleed on each side of the ad copy. All copy should be at least .25" inside the trim size.

## CLOSING DEADLINES

ISSUE #	ON SALE	AD CLOSE/DROP DATE
Ack-ives: Godzilla	May 7	Mar 8 / Mar 26
Ack-ives: The House of Hammer	Aug 6	May 24 / Jun 3
FM 291	Oct 1	Aug 8 / Aug 20

## AD SPECIFICATIONS

1. Color ads must be 300 dpi or greater in CMYK, have .125 inch bleed plus .375 inch safe zone added on each side and must be accompanied by a high-quality color proof.
2. B&W ads should be at least 600 dpi, have .125 inch bleed plus .375 inch safe zone added on each side and be accompanied by a laser proof.
3. Publisher is not responsible for the outcome of digitally supplied ads received without an appropriate color or B&W proof.

## ACCEPTABLE FILE TYPES:

PDF, PSD layers, TIFF, JPEG (CMYK only)

## NAMING FILES

FM Issue#**CompanyName\_StyleCode**.PSD

example: FM291\_MovielandClassics\_FRP.SD

Please inquire by emailing:  
[advertise@famousmonsters.com](mailto:advertise@famousmonsters.com)